

Rep Order# 8858745 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 37159

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:54 PM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$40,590
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH	500A-600A		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
				Buyline Comment: NEWS								
	2	F	500A-600A		:30	\$145.00	09/07-09/07	2	1	2	\$290.00	
				Buyline Comment: NEWS								
	3	M	500A-600A		:30	\$145.00	09/10-09/10	2	1	2	\$290.00	
				Buyline Comment: NEWS								
	4	TU-TH	600A-700A		:30	\$1,100.00	09/04-09/06	3	1	3	\$3,300.00	
				Buyline Comment: NEWS								
	5	F	600A-700A		:30	\$150.00	09/07-09/07	2	1	2	\$300.00	
				Buyline Comment: NEWS								
	6	M	600A-700A		:30	\$150.00	09/10-09/10	2	1	2	\$300.00	
				Buyline Comment: NEWS								

Rep Order# 8858745 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 37159

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:54 PM
Showing Buylines: All Lines

2 of 6

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	TU-TH	700A-900A		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
				Buyline Comment: EARLY SHOW								
	8	F	700A-900A		:30	\$125.00	09/07-09/07	1	1	1	\$125.00	
				Buyline Comment: EARLY SHOW								
	9	M	700A-900A		:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
				Buyline Comment: EARLY SHOW								
	10	TU-TH	900A-1000A		:30	\$650.00	09/04-09/06	1	1	1	\$650.00	
				Buyline Comment: REGIS								
	11	M	900A-1000A		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
				Buyline Comment: REGIS								
	12	TU-TH	1000A-1100A		:30	\$1,200.00	09/04-09/06	0	0	0	\$0.00	
				Buyline Comment: PRICE								
	13	M	1000A-1100A		:30	\$325.00	09/10-09/10	1	1	1	\$325.00	
				Buyline Comment: PRICE								
	14	TU-TH	1100A-1200P		:30	\$1,800.00	09/04-09/06	0	0	0	\$0.00	
				Buyline Comment: Y & R								
	15	M	1100A-1200P		:30	\$425.00	09/10-09/10	0	0	0	\$0.00	
				Buyline Comment: Y & R								
	16	TU-TH	1200P-1230P		:30	\$650.00	09/04-09/06	3	1	3	\$1,950.00	
				Buyline Comment: NEWS								

Rep Order# 8858745 **Ver#** 7 **Status** Revised
EC'd Yes

Traffic Order# 37159

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:54 PM
Showing Buylines: All Lines

3 of 6

Station	KLAS-TV LAS VEGAS
Advertiser	() BERKLEY, SHELLY
Product	BERKLEY/SENATE/D
Estimate#	
Buyer	MICHAEL DETTORRE
Phone#	
Fax#	

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	17	M	1200P-1230P		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
			Buyline Comment: NEWS									
	18	TU-TH	1230P-200P		:30	\$750.00	09/04-09/06	3	1	3	\$2,250.00	
			Buyline Comment: SOAPS									
	*19	M	1230P-200P		:30	\$300.00	09/10-09/10	0 /	0	0	\$0.00	
			Buyline Comment: SOAPS									
			Sales Remark: V7 .									
			V7 Comment Changed, Spots/week Changed									
	20	TU-TH	300P-400P		:30	\$800.00	09/04-09/06	3	1	3	\$2,400.00	
			Buyline Comment: ELLEN									
	*21	F	300P-400P		:30	\$275.00	09/07-09/07	0 /	0	0	\$0.00	
			Buyline Comment: ELLEN									
			Sales Remark: V7 .									
			V7 Comment Changed, Spots/week Changed									
	*22	M	300P-400P		:30	\$275.00	09/10-09/10	0 /	0	0	\$0.00	
			Buyline Comment: ELLEN									
			Sales Remark: V7 .									
			V7 Comment Changed, Spots/week Changed									
	23	TU-TH	630P-700P		:30	\$900.00	09/04-09/06	0	0	0	\$0.00	
			Buyline Comment: INSIDE ED									
	24	F	630P-700P		:30	\$250.00	09/07-09/07	0	0	0	\$0.00	
			Buyline Comment: INSIDE ED									
	25	M	630P-700P		:30	\$250.00	09/10-09/10	0	0	0	\$0.00	
			Buyline Comment: INSIDE ED									

Rep Order# 8858745 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 37159

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:54 PM
Showing Buylines: All Lines

4 of 6

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATED
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	26	TU-TH	400P-500P		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
				Buyline Comment: NEWS								
	27	F	400P-500P		:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	*28	M	400P-500P		:30	\$225.00	09/10-09/10	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	29	TU-TH	500P-630P		:30	\$1,250.00	09/04-09/06	2	1	2	\$2,500.00	
				Buyline Comment: NEWS								
	30	F	500P-630P		:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	*31	M	500P-630P		:30	\$275.00	09/10-09/10	1	1	1	\$275.00	
				Buyline Comment: NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	32	SU	500P-700P		:30	\$175.00	09/09-09/09	2	1	2	\$350.00	
				Buyline Comment: NEWS								
	33	TU-TH	700P-800P		:30	\$1,000.00	09/04-09/06	1	1	1	\$1,000.00	
				Buyline Comment: ET/INSIDER								
	34	F	700P-800P		:30	\$275.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: ET/INSIDER								
	35	M	700P-800P		:30	\$275.00	09/10-09/10	0	0	0	\$0.00	
				Buyline Comment: ET/INSIDER								

Rep Order# 8858745 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 37159

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:54 PM
Showing Buylines: All Lines

5 of 6

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103

Agency C/P1/P2/E
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	36	SA	700P-800P		:30	\$135.00	09/08-09/08	1	1	1	\$135.00	
				Buyline Comment: ET WEEKEND								
	37	TU-TH	1100P-1135P		:30	\$1,700.00	09/04-09/06	1	1	1	\$1,700.00	
				Buyline Comment: NEWS								
	38	F	1100P-1135P		:30	\$475.00	09/07-09/07	1	1	1	\$475.00	
				Buyline Comment: NEWS								
	39	M	1100P-1135P		:30	\$475.00	09/10-09/10	1	1	1	\$475.00	
				Buyline Comment: NEWS								
	40	TU-TH	1237A-137A		:30	\$655.00	09/04-09/06	3	1	3	\$1,965.00	
				Buyline Comment: FERGUSON								
	41	F	1237A-137A		:30	\$80.00	09/07-09/07	1	1	1	\$80.00	
				Buyline Comment: FERGUSON								
	42	M	1237A-137A		:30	\$80.00	09/10-09/10	1	1	1	\$80.00	
				Buyline Comment: FERGUSON								
	43	TU-TH	1135P-1237A		:30	\$650.00	09/04-09/06	3	1	3	\$1,950.00	
				Buyline Comment: LETTERMAN								
	44	F	1135P-1237A		:30	\$175.00	09/07-09/07	1	1	1	\$175.00	
				Buyline Comment: LETTERMAN								
	45	M	1135P-1237A		:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
				Buyline Comment: LETTERMAN								

Rep Order# 8858745 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 37159

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:54 PM
Showing Buylines: All Lines

6 of 6

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	46	SA	1135P-1235A		:30	\$40.00	09/08-09/08	1	1	1	\$40.00	
				Buyline Comment: THE UNIT								
	47	F	700A-900A		:30	\$115.00	09/07-09/07	1	1	1	\$115.00	
				Buyline Comment: CBS THIS AM								
	48	F	400A-459A		:30	\$20.00	09/07-09/07	1	1	1	\$20.00	
				Buyline Comment: NEWS								
	49	TH	800P-900P	BIG BANG THRORY/TWO HALF MEN	:30	\$7,500.00	09/06-09/06	1	1	1	\$7,500.00	

---REPORT TOTALS---

Report Totals: 62 / \$40,590.00

---SALES MONTHLY TOTALS---

Sep 12: 62 / \$40,590.00

Sales Totals: 62 / \$40,590.00

Station Totals: 62 / \$40,590.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$135,300	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+